



Five-Year Plan

2003 - 2007

**Maine Forest Service
22 State House Station
Augusta, Maine 04333-0022**

Acknowledgments:

The Maine Forest Service appreciates the following individuals for their assistance in developing this strategic plan for Project Canopy, Maine's community forestry program.

Jeff Austin, Maine Municipal Association

Nancy Coverstone, University of Maine Cooperative Extension

Kent Cooper, Maine Department of Transportation

Wes Davis, Central Maine Power

Harry Dwyer, Ghost Dancer Forestry

Doug Fox, Unity College

Ann Gibbs, Maine Department of Agriculture

Peter Gore, Maine State Chamber of Commerce

Frank Hample, Maine State Planning Office

Tom Hoerth, City of Bath

Sally Stockwell, Maine Audubon

Tim Vail, Vail's Tree Service

Orman Whitcomb, Maine Department of Economic and Community Development

Jan Ames, Pine Tree State Arboretum

John Parry, USDA Forest Service

Michael DeBonis, Maine Forest Service

Kevin Doran, Maine Forest Service

Donald Mansius, Maine Forest Service

Table of Contents

Executive Summary	1
Introduction	2
Current Situation	3
Accomplishments/ achievements (1997-2003)	5
Project Canopy Goals, Objectives and Tasks	7
Project Canopy Action Timeline	12
Appendices	20

Maine's Community Forestry Program Five-Year Plan

Executive Summary:

Maine's forests play a critical role in shaping the state's economy, environment, and directly contribute to the health and livability of Maine communities. However, Maine's forests are changing; expanding populations and land-use changes have had a negative impact on Maine's forests, particularly Maine's community forests – the forests where people live. Often times municipalities do not have the tools or expertise to maintain their community forest resources and, as a result, long-term viability and benefits of these resources are rarely realized. Of the 489 incorporated municipalities in Maine, fewer than 20 have comprehensive community forestry management programs that operate on a self-sustainable level. Of the 489 incorporated municipalities, approximately 200 have some level of community forestry involvement, but, due to a variety of barriers, have yet to grow their program to a sustained level.

In an effort to break down these barriers, Project Canopy, Maine's community forestry program, helps build and support sustainable community forestry programs. Project Canopy has a vision that *every community will actively and wisely manage its community forestry resources in a sustainable manner, and that all Maine citizens become well informed as to the proper management of these resources and the benefits derived from them*. The success of Project Canopy depends on the commitment and cooperation of municipalities, industry, educational institutions, service groups, non-profit organizations and citizen volunteers. The following Project Canopy goals support the program vision and serve as the foundation for program direction and activity.

- ◆ Increase the number of communities with sustainable community forestry programs to thirty by the year 2008.
- ◆ Ensure that all Maine communities are aware of what the community forest is, its role and benefits.
- ◆ Build and enhance partnerships that increase the effectiveness of Project Canopy and improve Maine's community forests.
- ◆ Ensure that Project Canopy is financially viable.

This five-year plan complements and significantly builds upon the accomplishments made since the current program began in 1991. It is a highly ambitious plan, reflecting the increased demand for community forestry services in the state. The overall direction of this plan is primarily in response to input from Maine communities, Maine Forest Service, USDA Forest Service, and the Project Canopy Leadership Team (PCLT).

Introduction:

Why have an action plan?

For Project Canopy to move forward, achieve its goals and support its vision, there needs to be a framework in place that enables the program to track its progress. This strategic plan has been created to guide the program's activities and accomplishments over the next five years. The goals, objectives and tasks contained in this plan support the current direction of the program, as well as the goals of the USFS Northeastern Area, State and Private Forestry, Urban and Community Forestry Five Year Plan, 2000-2005. The authors of this plan have tried to build upon the goals and accomplishments of previous plans and set ambitious yet realistic goals for the future.

What is Community Forestry?

To answer this question, one must first define what a community forest is. Community forests are landscapes where trees and people coexist. Woodlots, parks, and tree lined streets are all part of the community forest in Maine.

Although it is composed of trees, the forest is far more than a collection of trees standing in one place. It has a population of animals and plants peculiar to itself, soil of its own making, and a climate different in many ways from that of open country - Gifford Pinchot, 1903.

Although Pinchot was writing about traditional forests, his words can be applied to community forests as well. Community forests are systems of plants, animals, air, water, and human beings working and living together. What differentiates a community forest from a traditional forest is that humans are active participants and contributors to the functionality of the community forest.

Community forestry can be defined as the planning for and management of urban and community forests to enhance the quality of life for all residents. The process integrates the economic, environmental, political, historical and social values of the community into comprehensive planning and management of the forest.

The Maine Perspective

Maine is the most forested state in the nation, with approximately 17.7 million acres of forestland - 89 percent of the state's total land area. The forests of Maine play a major role in shaping the state's economy and environment. Maine's forests provide much of the raw material to fuel Maine's mills and serve as a backdrop for forest-based recreation. Manufacturing and forest-based recreation have had a dominant presence in the Maine forest for over 200 years and today generate over \$6 billion of total economic activity (18 percent of the gross state product). In addition to its economic significance, Maine's forests host a wide array of plant and animal species and play a critical role in maintaining clean air and water

Maine has been involved in community forestry management for over one hundred years. The Maine Forest Service was created in 1891, to provide technical assistance to homeowners and tree-care providers. The appearance of Dutch elm disease in 1952 compelled the Maine Forest Service to place greater emphasis on community forestry programs, and from 1956 to 1981, Maine's Division of Urban Forestry planted over 35,000 shade trees in over 200 communities. The Division was dissolved in 1981, but the Maine Forest Service continued to provide technical support to communities. In 1991 the current form of Maine's community forestry program was initiated.

In 1990, through the Farm Bill, Congress appropriated funds for the "America the Beautiful – National Tree Program", a program that provides funding and technical assistance to all 50 states. Each state works in cooperation with the USFS to provide technical and financial assistance to municipal governments, non-profit organizations, and educational institutions.

Since 1991 Maine's community forestry program has grown in scope. Maine's current program - Project Canopy - is made up of a partnership between the Maine Forest Service and the Pine Tree State Arboretum. The Project Canopy Leadership Team, an advisory body made up of members representing state government, private industry, educational institutions, nonprofit organizations, and tree boards, provides advice to the State Forester on program direction and effectiveness.

Current situation

In the past ten years, Maine's community forestry program has provided assistance to over 226 municipalities, and 50 not-for-profit organizations. Project Canopy's mandate is to deliver a program to all Maine communities, incorporating Maine's diverse geography and complex social, economic, and cultural characteristics. For Project Canopy to succeed, the needs of and challenges facing Maine communities must be understood. In an effort to collect this valuable baseline information, Project Canopy initiated a survey of all 489 incorporated municipalities in the summer of 2003. The results of this survey will enable Project Canopy to better understand the needs of Maine communities and help devise strategies to meet these needs and build strong community forestry programs.

Results

Not surprisingly, municipalities identified lack of funding as the greatest obstacle to managing their community forestry resources (43% of respondents). Other obstacles reported included time constraints, land restrictions, limited staffing/volunteers, and lack of community forestry awareness.

When municipalities were asked to rank free services, many of which are provided by Project Canopy, for their overall benefit to their community, natural science education in schools was ranked number one. Grants and financial assistance was ranked number two, followed by technical assistance, volunteer support and training, planning, town forest management, Arbor Day activities, ordinance development, and street tree inventories, respectively.

22% of responding municipalities have a tree warden or someone responsible for care and maintenance of public trees and forests. Of municipalities that have someone responsible for the care and maintenance of public trees and forests, 50% spend less than 5% of their time maintaining these resources.

The average amount of money spent on community forestry resources is \$2265. Of the 33 communities that spend more than \$5000 a year on community forestry resources, 90% of the funding comes from taxes.

Responding municipalities that have a volunteer or municipal entity that is charged with planning and stewardship of community tree resources.	28%
Responding municipalities that have municipal forestland.	50%
Responding municipalities with forestland that is actively managed and has a management plan.	38%
Responding municipalities that have municipal parks or green spaces.	71%
Number of responding municipalities that have municipal parks and green spaces that are actively managed and cared for.	100%
Responding municipalities that have comprehensive plans that address forestry.	43%
Responding municipalities with a comprehensive plan that specifically addresses community forestry or public trees.	9%
Number of responding municipalities that currently have an ordinance regarding public, shade, or street trees.	20 (4%)
Responding municipalities that celebrate Arbor Day.	17%
Responding municipalities that reported planting trees in 2002	20%
Number of responding municipalities that reported performing maintenance of public trees on a routine schedule.	84 (25%)

Program Accomplishments 1997-2002:

Launch of Project Canopy: The Maine Forest Service, in cooperation with the Pine Tree State Arboretum, launched Project Canopy, an innovative public awareness campaign designed to help communities develop long-term community forestry programs and maximize the benefits trees and forests provide. As part of the campaign, two thirty-second radio advertisements and two television commercials were produced and aired throughout Maine. A small Project Canopy brochure was produced to help communities learn more about Maine's community forestry program, and a larger 15 page brochure was created to help communities understand the benefits of community forestry planning and management. During the development of Project Canopy, the Maine Forest Service partnered with two model towns, Biddeford and Corinna, to help refine and improve program content and delivery. Both communities started long-term community forestry programs, as a result, and provided valuable feedback on Project Canopy.

1998 Ice Storm: The Ice Storm of 1998 had a devastating effect on Maine's trees and forests, damaging more than 13.3 million acres. All 16 of Maine's counties were declared disaster areas. Maine's community forestry program awarded nearly 200 community grants to assess damage, inventory existing resources, and develop and implement restoration plans. Over 392 communities, individuals and groups received technical assistance. Ten workshops were presented to municipalities and arborists on diagnosing and managing ice storm related tree health problems. Maine Forest Service staff provided over 1000 hours of technical assistance to communities on ice storm related issues.

Tree Steward Training Program: The Maine Forest Service, in cooperation with the Pine Tree State Arboretum, developed a Tree Steward Training Program. This unique training program provides opportunities for Maine citizens to enhance their technical skills to become involved in urban and community forestry. Twenty-two hours of training are offered over the course of 2 ½ days, with an additional two full days of training opportunities spread over the course of eight weeks. Over 40 volunteers have graduated from the program since 2001, resulting in the formation of programs and volunteer groups in Bingham, Lewiston/Auburn, Monticello, Richmond, Vassalboro, and Wayne.

Technical Assistance: Technical assistance is one of the primary services that Project Canopy provides to communities and professionals. Project Canopy staff offer hands-on technical assistance, education, training sessions and workshops during the year to communities throughout Maine. Over 100 communities receive direct technical assistance annually, and more are reached through trade shows, fairs and presentations.

“What do trees have to do with it?” And “The Woods in your Backyard” publications:

In 2000 the Maine Forest Service produced a resource guide for communities developing and updating comprehensive plans. “*What do trees have to do with it?*” Provides users with information on the benefits of trees and the need to include tree care, and maintenance in town comprehensive plans. In 1999 the Maine Forest Service Produced “*The Woods in your Backyard - a homeowners guide to forests*”. The guide helps homeowners learn more about their land, and offers information to landowners about

woodland ecosystems, wildlife, non-timber forest products, natural science education activities and more.

Project Canopy Community Forestry Assistance Program: The Project Canopy community forestry assistance program provides grants to municipalities, educational institutions, and non-profit groups developing and implementing community forestry projects and programs. Since 1997 Maine has awarded over \$400,000 in community forestry grants to over 100 municipalities, educational institutions, and non-profit organizations. Grants funded a variety of community forestry projects, including street tree planting and maintenance, municipal arboreta development, street tree inventories, and natural science curricula development.

Maine Arbor Week Celebration: During the third full week of May the Maine Forest Service Stewardship and Community Forestry programs celebrate Maine's Arbor Week. The annual celebration recognizes Maine's Tree City USA and Growth Award recipients, individual and community excellence in community forestry and forest stewardship, and Maine's fifth grade Arbor Week poster contest award winner. The annual event is a great way to showcase the fantastic community forestry work going on in Maine, and also recognize those individuals that give so much of their time to improve the communities where they live.

***Trees on Maine Street* quarterly and bi-monthly bulletins:** The *Trees on Maine Street* bimonthly bulletin contains news, program and grant updates, and a calendar of events. The quarterly bulletin provides in-depth coverage of technical community forestry topics. Each issue of the quarterly newsletter is typically dedicated to one topic and can serve as a lasting resource to municipalities and professionals. Both bulletins are distributed to over 1500 subscribers.

Project Canopy Website: The Project Canopy website has been developed to serve as a resource for citizens and professionals involved in community forestry. The website provides information about Maine's community forestry program and links to other organizations nationwide. The website allows Project Canopy to reach a wide audience and offer an expansive and up to date source for news, information, and resources.

Project Canopy Direction:

The following goals, objectives and tasks have been created to guide program activities and accomplishments over the next five years. While progress will be reviewed and activities adjusted on an annual basis, the goals, objectives, and tasks contained herein serve as the foundation of program direction and activity.

Goal A: Increase the number of communities with sustainable community forestry programs to thirty by the year 2008.

Objective A.1. Promote the establishment and expansion of community forest boards, community foresters, tree wardens, planners, and conservation commissions.

- ◆ Identify all communities with community foresters and tree wardens.
- ◆ Assess the potential of all communities to develop and support a viable community forestry program.
- ◆ Provide technical assistance in establishing and enhancing a community's forestry program.
- ◆ Continue to sponsor regional training programs on basic tree care, management, and protection. Work with municipalities to increase municipal staff participation in regional training programs.
- ◆ Use available resources to assist cooperating communities and partners in capacity building.

Objective A.2. Promote resource planning and management of the urban/rural fire interface.

- ◆ Provide sample ordinances for communities concerning the protection and management of the urban/rural fire interface.
- ◆ Partner with organizations currently targeting the urban/rural fire interface to increase program effectiveness within communities.

Objective A.3. Promote ecologically, and socially sound community forest management.

- ◆ Continue to furnish technical assistance to volunteer groups, non-profit organizations, municipalities, and government agencies in managing their local resources.
- ◆ Actively work with communities and the DOT to increase awareness regarding community trees and advocate decision making that considers the needs of the community and the resource.
- ◆ Utilize existing research and resources to help communities achieve better wood utilization and wood waste recycling.
- ◆ Assist communities in developing comprehensive resource plans when requested.
- ◆ Provide municipalities with tools and resources to develop ordinances that work for them.
- ◆ Work with participating communities to provide and support consistent community forestry management practices through the cost-share grants program.

- ◆ Create a financial incentive program/mechanism, through our grant program, to encourage greater community participation in the Tree City USA, or parallel, program.
- ◆ Increase awareness regarding municipal risk management, and public and private liability pertaining to community forestry.

Objective A.4. Identify and incorporate appropriate community forestry research into program activities.

- ◆ Cooperate with the USDA Forest Service Urban and Community Forestry Research units, Private research institutions and educational institutions on new research initiatives.
- ◆ Encourage and support the implementation of new technologies and methods in Maine communities.

Goal B: Ensure that all Maine communities are aware of what the community forest is, its role and benefits.

Objective B.1. Outreach through training and education.

- ◆ Develop and sponsor educational workshops and seminars on statewide and local levels.
- ◆ Provide technical support to the Project Learning Tree program where appropriate.
- ◆ Utilize and assist volunteer groups in developing local community forestry programs.
- ◆ Educate MFS and partner staff about Project Canopy and community forestry.
- ◆ Develop and implement “Advanced or Master Maine Tree Steward” training to compliment existing Beginner “Maine Tree Steward” training program.

Objective B.2. Outreach through information exchange.

- ◆ Continue to produce and distribute the *Trees on Maine Street* quarterly and bi-monthly bulletins. Make these publications available on the Project Canopy website. Explore the possibility of distributing bulletins via email to reduce postage and printing costs.
- ◆ Produce articles, news releases, and PSA's on current community forestry practices and programs for distribution to trade magazines, newspapers, and other media sources.
- ◆ Identify and promote publications and websites of community forestry related information. Include links to these resources on the Project Canopy website.
- ◆ Continue to develop and maintain the Project Canopy website as a resource for community forestry related information.

Objective B.3. Engage underserved and non-traditional communities.

- ◆ Use available data and resources to identify underserved and non-traditional communities and populations.
- ◆ Identify and partner with existing efforts that engage underserved and non-traditional communities.

- ◆ Develop a recruitment strategy to encourage and incorporate underserved population participation on the PCLT.
- ◆ Insure that publicity and information materials are relevant to rural, minority and underserved populations.

Objective B.4. Publicly recognize exceptional tree programs, individuals, and industry members actively involved in urban and community forestry.

- ◆ Continue to sponsor and support community forestry corporate, organization and individual excellence awards.
- ◆ Expand and update award guidelines.
- ◆ Promote Arbor Day/Week activities through media events and school programs.
- ◆ Promote the National Arbor Day Foundation's Tree City USA & Growth Award, and Building with Trees recognition programs.
- ◆ Continue to support and promote Maine's Big Tree program.
- ◆ Develop a program to identify, preserve and maintain local historic and landmark trees.

Goal C: Build and enhance partnerships that increase the effectiveness of Project Canopy and improve Maine's community forests.

Objective C.1. Work to sustain and enhance partnerships with present cooperators, and non-traditional groups on efforts to promote urban and community forestry in Maine, and support local community forestry initiatives.

- ◆ DOA, Dept. of Agriculture. Cooperate on efforts to promote the stewardship of Maine's community forestry resources.
- ◆ DECD, Dept. of Economic and Community Development. More cooperation needed concerning tree planting in downtown revitalization. Develop a consistent set of standards to insure health of trees in downtown locations.
- ◆ DEP, Dept. of Environmental Protection. Work cooperatively in researching and diagnosing ways to restore and manage critical sites such as dumps, gravel pits, and dredge spoils.
- ◆ DOT, Dept. of Transportation. Work with communities and DOT to fully consider the value of trees and community forestry resources when planning DOT projects. Provide involved parties with tools and information to make wise community decisions. Develop a consistent set of standards to insure health of trees planted as a part of DOT road projects.
- ◆ Grow Smart Maine. Encourage communities to implement smart-growth principles in their planning activities.
- ◆ IF&W, Inland Fisheries and Wildlife. Continue to cooperate on the Beginning with Habitat Coalition and similar initiatives.
- ◆ MAGC, Maine Assoc. of General Contractors. Increase awareness of the value of trees, and work to improve tree protection during construction projects.
- ◆ MAA, Maine Arborists Association. Collaborate on training and education endeavors.

- ◆ Maine Association of Conservation Commissions. Work to build and support conservation commissions throughout the state.
- ◆ Maine Association of Realtors. Develop brochure discussing the benefits of trees to be provided in new homeowner materials. Work with municipalities and local realtors to provide locally pertinent information.
- ◆ Maine Audubon. Partner on community-based natural resource stewardship initiatives.
- ◆ MCC, Maine State Chamber of Commerce. Cooperate on efforts to improve the viability and effectiveness of Maine businesses, through sound community forestry management.
- ◆ MLNA, Maine Landscape and Nursery Association. Collaborate on training and education endeavors.
- ◆ MMA, Maine Municipal Association. Cooperate to assist municipal governments and strengthen communities.
- ◆ NAACP, National Assoc. for the Advancement of Colored People. Work with local chapter to encourage participation within program.
- ◆ NRCS, Natural Resource Conservation Service. Work cooperatively with Lake Associations and Land Trusts to manage areas with a watershed or ecosystem approach.
- ◆ Ornamental Horticulture Council. Cooperate on educational outreach and technical assistance initiatives.
- ◆ RC&D, Resource Conservation and Development Areas. Focus on incorporating under-served rural populations.
- ◆ SPO, State Planning Office. Work in conjunction with downtown revitalization projects and economic analysis. Advocate for towns to include forestry in their comprehensive plans.
- ◆ SWCD, Soil and Water Conservation Districts. Cooperate on educational outreach and technical assistance initiatives.
- ◆ SWOAM, Small Woodland Owners Assoc. of Maine. Encourage participation and sponsorship of Big Tree Program.
- ◆ Tribal Communities. Encourage and assist communities to establish comprehensive community forestry programs.
- ◆ University of Maine Cooperative Extension. Cooperate on educational outreach and technical assistance initiatives.
- ◆ USDA, Forest Service, Northeast Area Center for Urban Forestry Research. Cooperate to test and deliver new technologies to communities and partners.
- ◆ Maine civic organizations (Rotarians, Kiwanis, etc.). Support local community forestry initiatives.

Objective C.2. Foster support of private businesses and encourage participation in statewide and local programs.

- ◆ Seek private-sector sponsorship of community forestry initiatives.
- ◆ Seek private-sector sponsorship of community forestry Arbor Week awards.
- ◆ Expand and update the Maine Grant makers' directory.

Goal D: Ensure that State and Local community forestry programs are financially viable.

Objective D.1. Increase program funding.

- ◆ Establish Project Canopy Fund.
- ◆ Continue to develop and enhance private sponsorship of community forestry initiatives.
- ◆ Identify and implement fundraising and promotional strategies regarding Big Tree and Historic Tree programs.
- ◆ Increase state financial support for Project Canopy.
- ◆ Identify and secure private funding for the Maine Tree Stewards program.
- ◆ Seek potential collaborative efforts, with partner organizations, on actively funded projects.

Objective D.2. Increase local program funding levels.

- ◆ Target and secure funding sources to support local programs.
- ◆ Educate municipal leaders about the potential financial benefits of responsible town-owned forestland management.
- ◆ Increase public awareness about time critical grants, and funding sources, by posting announcements on the Project Canopy website.
- ◆ Encourage municipal collaborations to increase buying power for urban and community forest products and services.
- ◆ Encourage municipal collaborations to market urban and community forest products including municipal wood waste and products from town owned forestlands.
- ◆ Explore the possibility of green certification for municipal-owned forestlands to further enhance market value for municipal forest products.

Action Timeline:

The following section addresses specific activities needed to successfully carry out the goals of this five-year strategic plan. This information follows the order previously set forth within this document. Objectives are identified, prioritized and list the lead and supporting organizations responsible for implementation. Included within these charts is a time line column to be utilized for tracking progress through over next five years.

Goal A: Increase the number of communities with sustainable community forestry programs to thirty by the year 2008.

Objective A.1. Promote the establishment and expansion of community forest boards, community foresters, tree wardens, planners, and conservation commissions.

	Activity	Priority	Organizations	Status
1	Identify all communities with community foresters and tree wardens.	High	PTSA	2003
2	Assess the potential of all communities to develop and support a viable community forestry program.	High	MFS, MMA, PTSA	2004
3	Provide technical assistance in establishing and enhancing a community's forestry program.	High	MFS, PTSA	Ongoing
4	Continue to sponsor regional training programs on basic tree care, management, and protection. Work with municipalities to increase municipal staff participation in regional training programs.	High	MAA, MFS, PTSA	Ongoing
5	Use available resources to assist partners in capacity building.	High	MCC, MFS, MMA, USFS	Ongoing

Objective A.2. Promote resource planning and management of the urban/rural fire interface.

	Activity	Priority	Organizations	Status
1	Provide sample ordinances for communities concerning the protection and management of the urban/rural fire interface.	Medium	MFS	2004
2	Partner with organizations currently targeting the urban/rural fire interface to increase program effectiveness within communities.	Medium	MFS, USFS	2005

Objective A.3. Promote ecologically, and socially sound community forest management.

	Activity	Priority	Organizations	Status
1	Continue to furnish technical assistance to volunteer groups, non-profit organizations, municipalities, and government agencies in managing their local resources.	High	MFS, PTSA, UME, USFS	Ongoing
2	Actively work with communities and the DOT to increase awareness regarding community trees and advocate decision making that considers the needs of the community and the resource.	High	DOT, MFS, Municipalities	2004
3	Utilize existing research and resources to help communities achieve better wood utilization and wood waste recycling.	Medium	MFS, USFS	2004
4	Assist communities in developing comprehensive resource plans when requested.	Medium	MFS, GSM, SPO	Ongoing
5	Provide municipalities with tools and resources to develop ordinances that work for them.	Medium	MFS, SPO	Ongoing
6	Work with participating communities to provide and support consistent community forestry management practices through the cost-share grants program.	High	MFS, DOT, PTSA, MAA, MELNA	Ongoing
7	Create a financial incentive program/mechanism, through our grant program, to encourage greater community participation in the Tree City USA, or parallel, program.	High	MFS, PCLT	2005
8	Increase awareness regarding municipal risk management, and public and private liability pertaining to community forestry.	High	MFS, MAA, PCLT USFS	2004

Objective A.4. Identify and incorporate appropriate community forestry research into program activities.

Activity	Priority	Organizations	Status
----------	----------	---------------	--------

1	Cooperate with the USDA Forest Service Urban and Community Forestry Research units, Private research institutions and educational institutions on new research initiatives.	Medium	MFS, USFS, Educational and Research Institutions	Ongoing
2	Encourage and support the implementation of new technologies and methods in Maine communities.	Medium	MFS, USFS, Municipalities	Ongoing

Goal B: Ensure that all Maine communities are aware of what the community forest is, its role and benefits.

Objective B.1. Outreach through training, education.

	Activity	Priority	Organizations	Status
1	Develop and sponsor educational workshops and seminars on statewide and local levels.	High	MFS, UME, USFS	Ongoing
2	Provide technical support to the Project Learning Tree program where appropriate.	Medium	MFS, PTSA	Ongoing
3	Utilize and assist volunteer groups in developing local community forestry programs.	High	MFS, PTSA, Local community based partners	Ongoing
4	Educate MFS and partner staff about Project Canopy and community forestry.	High	Project Canopy Staff, USFS	Ongoing
5	Develop and implement “Advanced or Master Maine Tree Steward” training to compliment existing Beginner “Maine Tree Steward” training program.	Medium	MFS, USFS	2005

Objective B.2. Outreach through information exchange.

	Activity	Priority	Organizations	Status
--	----------	----------	---------------	--------

1	Continue to produce and distribute the <i>Trees on Maine Street</i> quarterly and bi-monthly bulletins. Make these publications available on the Project Canopy website. Explore the possibility of distributing bulletins via email to reduce postage and printing costs.	High	MFS, MMA, PTSA, PCLT	2003
2	Produce articles, news releases, and PSA's on current community forestry practices and programs for distribution to trade magazines, newspapers, and other media sources.	Medium	MFS, PCLT, PTSA	Ongoing
3	Identify and promote publications and websites of community forestry related information. Include links to these resources on the Project Canopy website.	Medium	MFS, PCLT, PTSA	2003
4	Continue to develop and maintain the Project Canopy website as a resource for urban and community forestry related information.	Medium	MFS, PTSA	Ongoing

Objective B.3. Engage underserved and non-traditional communities.

	Activity	Priority	Organizations	Status
1	Use available data and resources to identify underserved and non-traditional communities and populations.	Medium	MFS, PTSA	2004
2	Identify and partner with existing efforts that engage underserved and non-traditional communities.	Medium	MFS, MCC, MMA, NAACP, PCLT	2004
3	Develop a recruitment strategy to encourage and incorporate under-served population participation on the PCLT.	Medium	MFS, NAACP, PCLT	2005
4	Insure that publicity and information materials are relevant to rural, minority and underserved populations.	Medium	MFS, PTSA	Ongoing

Objective B.4. Publicly recognize exceptional tree programs, individuals, and industry members actively involved in urban and community forestry.

	Activity	Priority	Organizations	Status
--	----------	----------	---------------	--------

1	Continue to sponsor and support community forestry corporate, organization and individual excellence awards.	High	MFS, PCLT	Ongoing
2	Expand and update award guidelines.	High	MFS, PCLT, PTSA	2004
3	Promote Arbor Day/Week activities through media events and school programs.	Medium	MFS, PCLT, PTSA	Ongoing
4	Promote the National Arbor Day Foundation's Tree City USA & Growth Award, and Building with Trees recognition programs.	High	MFS, PCLT, PTSA	Ongoing
5	Continue to support and promote Maine's Big Tree program.	Medium	MFS, PCLT, PTSA, SWOAM	Ongoing
6	Develop a program to identify, preserve and maintain local historic and landmark trees.	Medium	MFS, MMA, MSCC, PTSA	2005

Goal C: Build and enhance partnerships that increase the effectiveness of Project Canopy and improve Maine's community forests.

Objective C.1. Work to sustain and enhance partnerships with present cooperators, and non-traditional groups on efforts to promote urban and community forestry in Maine, and support local community forestry initiatives.

	Activity	Priority	Organizations	Status
1	Cooperate on efforts to promote the stewardship of Maine's community forestry resources.	High	DOA, Dept. of Agriculture.	Ongoing
2	More cooperation needed concerning tree planting in downtown revitalization. Develop a consistent set of standards to insure health of trees in downtown locations.	High	DECD, Dept. of Economic and Community Development.	2004
3	Work cooperatively in researching and diagnosing ways to restore and manage critical sites such as dumps, gravel pits, and dredge spoils.	Medium	DEP, Dept. of Environmental Protection.	2005
4	Work with communities and DOT to fully consider the value of trees and community forestry resources when planning DOT projects. Provide all involved parties with tools and information to make wise community decisions. Develop a consistent set of standards to insure health of trees planted as a part of MDOT road projects.	High	DOT, Dept. of Transportation.	2004

5	Encourage communities to implement smart-growth principles in their planning activities.	High	Grow Smart Maine.	2005
6	Continue to cooperate on the Beginning with Habitat Coalition and similar initiatives.	Medium	IF&W, Inland Fisheries and Wildlife.	Ongoing
7	Work to include tree protection strategies on construction projects. Provide on-site technical assistance on tree care and protection.	Medium	MAGC, Maine Assoc. of General Contractors.	2004
8	Collaborate on training and education endeavors.	Medium	MAA, Maine Arborists Association.	Ongoing
9	Work to build and support conservation commissions throughout the state.	Medium	Maine Association of Conservation Commissions.	Ongoing
10	Develop a brochure discussing the benefits of trees to be provided in new homeowner materials. Work with municipalities and local realtors to provide locally pertinent information.	Medium	Maine Association of Realtors.	2006
11	Partner on community-based natural resource stewardship initiatives.	High	Maine Audubon.	2006
12	Cooperate on efforts to improve the viability and effectiveness of Maine businesses, through sound community forestry management.	High	MSCC, Maine State Chamber of Commerce	2005
13	Collaborate on training and education endeavors.	Medium	MLNA, Maine Landscape and Nursery Association.	2005
14	Cooperate to assist municipal governments and strengthen communities.	High	MMA, Maine Municipal Association.	Ongoing
15	Work with local chapter to encourage participation within program.	Medium	NAACP, National Assoc. for the Advancement of Colored People.	2005
16	Work cooperatively with Lake Associations and Land Trusts to manage areas with a watershed or ecosystem approach.	Medium	NRCS, Natural Resource Conservation Service.	Ongoing
17	Cooperate on educational outreach and technical assistance initiatives.	Medium	Ornamental Horticulture Council.	2006
18	Focus on incorporating under-served rural populations.	Medium	RC&D, Resource Conservation and Development Areas.	Ongoing

19	Work in conjunction with downtown revitalization projects and economic analysis. Advocate for towns to include forestry in their comprehensive plans.	High	SPO, State Planning Office.	Ongoing
20	Cooperate on educational outreach and technical assistance initiatives.	Medium	SWCD, Soil and Water Conservation Districts.	Ongoing
21	Encourage participation and sponsorship of Big Tree Program.	Medium	SWOAM, Small Woodland Owners Assoc. of Maine.	Ongoing
22	Encourage and assist communities to establish comprehensive community forestry programs.	Medium	Tribal Communities.	2007
23	Cooperate on educational outreach and technical assistance initiatives.	High	University of Maine Cooperative Extension.	Ongoing
24	Cooperate to test and deliver new technologies to communities and partners.	High	USFS, NA Center for Urban Forestry Research.	Ongoing
25	Support local community forestry initiatives.	Medium	Maine civic organizations	Ongoing

Objective C.2. Foster support of private businesses and encourage participation in statewide and local programs.

	Activity	Priority	Organizations	Status
1	Seek private-sector sponsorship of community forestry initiatives.	Medium	MFS, MSCC, PCLT	2006
2	Seek private sponsorship of community forestry Arbor Week awards.	Medium	MFS, MSCC, PCLT	2006
3	Expand and update the Maine Grant makers' directory.	Medium	MFS, PTSA	2005

Goal D: Ensure that State and Local community forestry programs are financially viable.

Objective D.1. Increase program funding.

	Activity	Priority	Organizations	Status
1	Establish Project Canopy Fund	High	MFS, PCLT, PTSA, MCF	2007

2	Continue to develop and enhance private sponsorship of community forestry initiatives.	Medium	MFS, PTSA, PCLT	Ongoing
3	Identify and implement fundraising and promotional strategies regarding Big Tree and Historic Tree programs.	Medium	MFS, PTSA, PCLT, Private Industry	2006
4	Increase state financial support for Project Canopy.	Medium	MFS, Legislature	2007
5	Identify and secure private funding for the Maine Tree Stewards program	High	MFS, PTSA, PCLT	2005
6	Seek potential collaborative efforts, with partner organizations, on actively funded projects.	High	MFS	Ongoing

Objective D.2. Increase local program funding levels.

	Activity	Priority	Organizations	Status
1	Target and secure funding sources to support local programs.	High	MFS	Ongoing
2	Educate municipal leaders about the potential financial benefits of responsible town-owned forestland management.	High	MFS, MMA	Ongoing
3	Increase public awareness about time critical grants, and funding sources, by posting announcements on the Project Canopy website.	High	MFS, PTSA	2004
4	Encourage municipal collaborations to increase buying power for urban and community forest products and services.	High	MFS, MAA, PTSA	2005
5	Encourage municipal collaborations to market urban and community forest products including municipal wood waste and products from town owned forestlands.	Medium	MFS, MFPC, SWOAM	2005
6	Explore the possibility of green certification for municipal-owned forestlands to further enhance market value for town forest products.	Medium	MFS	2006

Appendix A

Resources and Contacts

American Forests
P.O. Box 2000
Washington, DC 20012
(202) 955-4500
www.americanforests.org

GrowSmart Maine
Sparhawk Mill Building
81 Bridge Street
Yarmouth, ME 04096
www.growsmartmaine.org

International Society of Arboriculture
PO Box 3129
Champaign, IL 61826-3129
(217) 355-9516
www.isa-arbor.com

International Society of Arboriculture,
New England Chapter
Marcia Charter
81 Charter Road
Acton, MA 01720
(978) 266-8990
www.newenglandisa.com

Maine Arborist Association
171 Pleasant Street
Richmond, ME 04357
(207) 737-8561
www.maine-arborist.org

Maine Association of Conservation
Commissions
P. O. Box 702
Bath, Maine 04530
(207) 443-2925
<http://users.clinic.net/macc/>

Maine Audubon
20 Gilsland farm Road
Falmouth, ME 04105
(207) 781-0974
www.maineaudubon.org

Maine Department of Agriculture
28 State House Station
Augusta, ME 04333
(207) 287-3871
www.state.me.us/agriculture

Maine Department of Economic and
Community Development
Burton M. Cross Building
111 Sewall Street, 3rd Floor
Augusta, ME 04333
(207) 624 9800
www.econdevmaine.com

Maine Department of Environmental Protection
17 State House Station
Augusta, ME 04333
(207) 287-7688
www.maine.gov/dep/

Maine Department of Transportation
16 State House Station
Augusta, ME 04333
(207) 624-3000
www.maine.gov/mdot

Maine Forest Service
22 State House Station
Augusta, ME 04333
(800) 367-0223
www.maine.gov/doc/mfs

Maine Landscape and Nursery Association
500 N. Parish Road
Turner, ME 04282
(207) 225-3637
www.melna.org

Maine Municipal Association
60 Community Drive
Augusta, ME 04330
(207) 623-8428
www.memun.org

Maine Natural Resource Conservation Service
967 Illinois Avenue, Suite 3
Bangor, ME 04401
(207) 990-9100 x. 3
www.me.nrcs.usda.gov

Maine State Planning Office
38 State House Station
Augusta, ME 04333
(207) 287-8050
www.state.me.us/spo

Maine Tree Foundation/Project Learning Tree
153 Hospital Street, P. O. Box 344
Augusta, ME 04332
(207) 621-9872
www.maintreefoundation.org

National Arbor Day Foundation
100 Arbor Avenue
Nebraska City, NE 68410
(402) 474-5655
www.arborday.org

National Tree Trust
1120 G Street, N.W. Suite 770
Washington, D.C. 20005
(202) 628-8733
www.nationaltreetrust.org

Pine Tree State Arboretum
153 Hospital Street, P. O. Box 344
Augusta, ME 04332
(207) 621-0032
www.pinetreestatearboretum.org

Small Woodlot Owners Assoc. of Maine
153 Hospital Street
Augusta, ME 04332
(207) 626-0005
www.swoam.com

New England Society of American Foresters
www.nesaf.org

USDA Forest Service
PO Box 640 (271 Mast Rd.)
Durham, NH 03824
(603) 868-7688
www.na.fs.fed.us/

USDA Forest Service Northeast Center for
Urban and Community Forestry
Holdsworth Natural Resources Center
University of Massachusetts
Amherst, MA 01003
(413) 545-3755
www.umass.edu/urbantree

University of Maine Cooperative Extension
www.umext.maine.edu

Appendix B

Maine Forest Service Forest Policy and Management Division Field Staff

Southern Region

Dick Morse, Field Supervisor
22 State House Station
Augusta, ME 04333-0022
(207) 287-4913

Dennis Brennan
2281 Alfred Road
Lyman, ME 04002
(207) 324-7000

Paul Larrivee, Jr.
356 Shaker Road
Gray, ME 04039
(207) 657-3535

Merle Ring
131 Bethel Road
West Paris, ME 04289
(207) 674-3787

Bob Leso
564 Skowhegan Road
Norridgewock, ME 04957
(207) 474-3499

Patty Cormier
536 Waldoboro Road
Jefferson, ME 04348
(207) 549-9003

Central & Northern Regions

Roger Ryder, Field Supervisor
Box 415
Old Town, ME 04468
(207) 827-1810

Central Region

Gordon Moore
P.O. Box 1107
Greenville, ME 04441
(207) 695-3721

Jim Ecker
Box 415
Old Town, ME 04468
(207) 827-1811

Geneva Duncan-Frost
P.O. Box 130
Jonesboro, ME 04648
(207) 434-2622

Tim Post, Regional Enforcement Coordinator
Box 415
Old Town, ME 04468
(207) 827-1809

Northern Region

David Rochester
45 Radar Road
Ashland, ME 04732
(207) 435-7963

Dan Jacobs
2 Forestry Road
Island Falls, ME 04747
(207) 463-3653

Tom Whitworth, Regional Enforcement
Coordinator
45 Radar Road
Ashland, ME 04732
(207) 435-7963

Appendix C

What Can You Do?

(Adapted from Massachusetts Urban Forestry Strategic Plan 2001-2006)

1) Review this plan and identify what your community, organization, agency or group can do to build strong urban and community forestry programs in Maine.

2) Evaluate your community's urban and community forestry program using the descriptions below. These descriptions may be helpful for understanding where your community is now, and what you need to accomplish in order to achieve a "sustained" urban and community forestry program.

Is Your Community at the "Project" Level?

Are you just beginning to develop an urban and community forestry program? Is your community completing a single community forestry project such as a tree planting, a brochure or a tree maintenance project?

Is Your Community at the "Formative" Level?

Are you starting to grow your urban and community forestry program? Does your community have a tree board or forestry department in addition to a Tree Warden? Does your community have a tree ordinance or plan? Does your community annually spend at least \$2 per capita on tree and forestry related activities? Do you sponsor an Arbor Day or other public awareness event? Is your community designated a Tree City USA?

Is Your Community at the "Developmental" Level?

Do you have a strong, but not yet fully "Sustained" urban and community forestry program? Have you achieved the milestones described above, AND improved upon these with a community tree survey or inventory, a strategic management plan, an ongoing community planting program, training for forestry staff or tree board members or a community-wide public awareness program?

Is Your Community at the "Sustained" Level?

Have you achieved most of the milestones above, and built broad-based citizen support for urban and community forestry through citizen involvement and public awareness activities? Do you have a comprehensive urban forest management plan with long-term as well as annual goals and objectives? And do you actively fund and implement that plan on an annual basis?

3) **Contact Project Canopy** to learn about grant and technical assistance opportunities that may help grow your community's urban and community forestry program.

Michael DeBonis, Program Coordinator
Department of Conservation
Maine Forest Service
22 State House Station
Augusta, ME 04333
(207) 287-4987
michael.debonis@maine.gov

Jan Ames, Community Forestry Specialist
Pine Tree State Arboretum
153 Hospital Street
Augusta, ME 04332
(207) 623-2371
canopyinfo@adelphia.net

www.projectcanopy.org